



Lydie Greco

Graphic design, illustration & live performance

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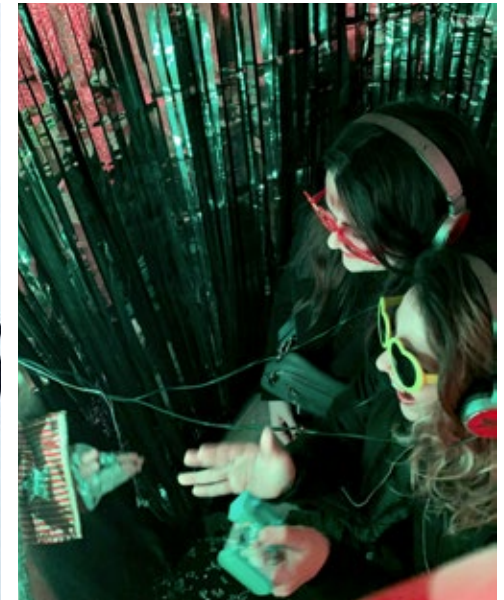
MAGIC DEPICTOR

Interactive portrait machine The Magic Depictor

The Magic Depictor is a 3-min tailored experience where you get to play games with a magic mirror and leave with your very own handdrawn portrait. We promise you'll have a magical time!

[Presentation video ▶](#)

[3-min interview ▶](#)





Interactive art installation
La Social Cabine

[Presentation video ▶](#)

[Making of ▶](#)

A machine to create playful, personal and always kind interactions between strangers. People can enter on either side of the booth, and decide to either create or receive a little present (the Souvenir), determined by a spinning wheel. Every game is intended to create a unique, personal and funny dialogue between participants. (creation of the games, design of the booth & handpainting)



Performance The Beloved ones

One person at a time come to sit down in front of an overhead projector. They close their eyes and let the voice of the artist be their guide to the experience.

They travel together to a favourite place, where they imagine someone coming and giving them a hug of profound care.

As the participant describes the person they're seeing, the artist draws, and the portrait appears as hugging them through the shadow. People leave with the portrait and a photo of the hug projected for a few moments in time.

It's about missing people, intimacy, and the many shapes love takes.

[Watch video ▶](#)

[More details ▶](#)

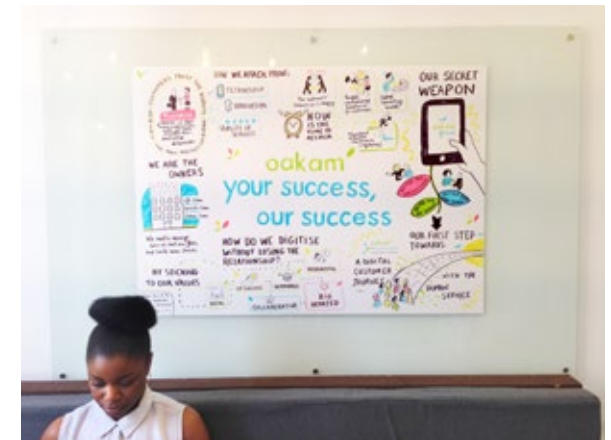




Performance Quick, a selfie!

45-min visual performance aimed at kids 7 and older, about self-portrait, the act of painting and self-image, where we paint live on stage ever-changing self-portraits.

[Watch trailer ▶](#)



Live scribing performance Leadership Meeting

Live scribing of the presentation and ideas discussed during the Leadership meeting of a Financial services company, London



Participative workshop/performance 37th night of the Perseides shower

During the annual Perseid meteorite shower, participants are invited to collect their own piece of meteor and attach a wish for the year to come.

They start by harvesting water from the Rhine river, in order to melt a piece of metal there, in the tradition of molybdomancy, with jewelry designer Annie Sibert. The sound of the cast iron is recorded on a previously manufactured microphone, by sound artist Thomas Lasbouygues. The metal shapes thus created are fixed on a world map created live by Lydie Greco, who draws live a constellation-symbol of wishes for the year to come.





Mural
Gallia 1890 Brasserie

6-meter mural in the bar of Paris' oldest brewery, Gallia, depicting their employees & customers.

[Watch the timelapse ▶](#)

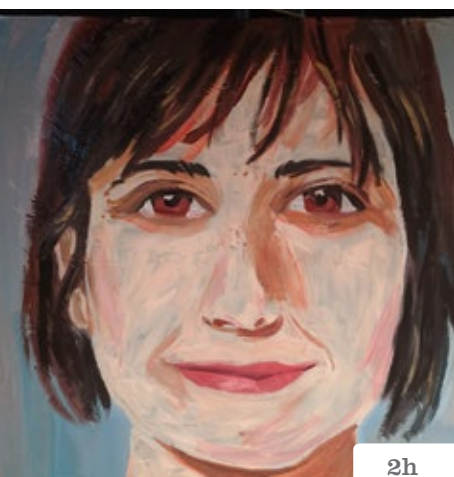


Private commission

Alice Photocall (2m x 2m50)

Design, painting & build of a peep board

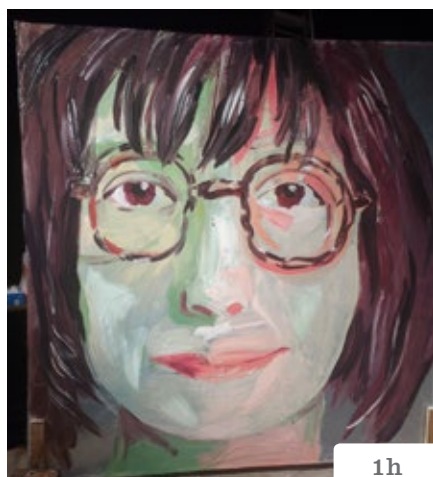
[Voir le making of ▶](#)



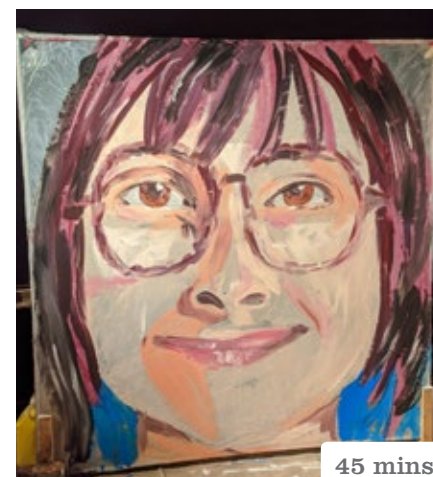
2h



1h30



1h



45 mins



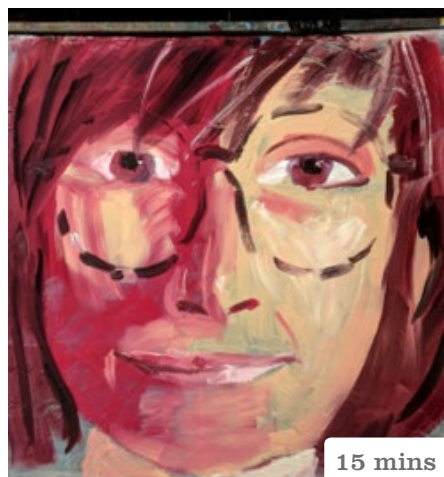
30 mins



25 mins



20 mins



15 mins



12 mins

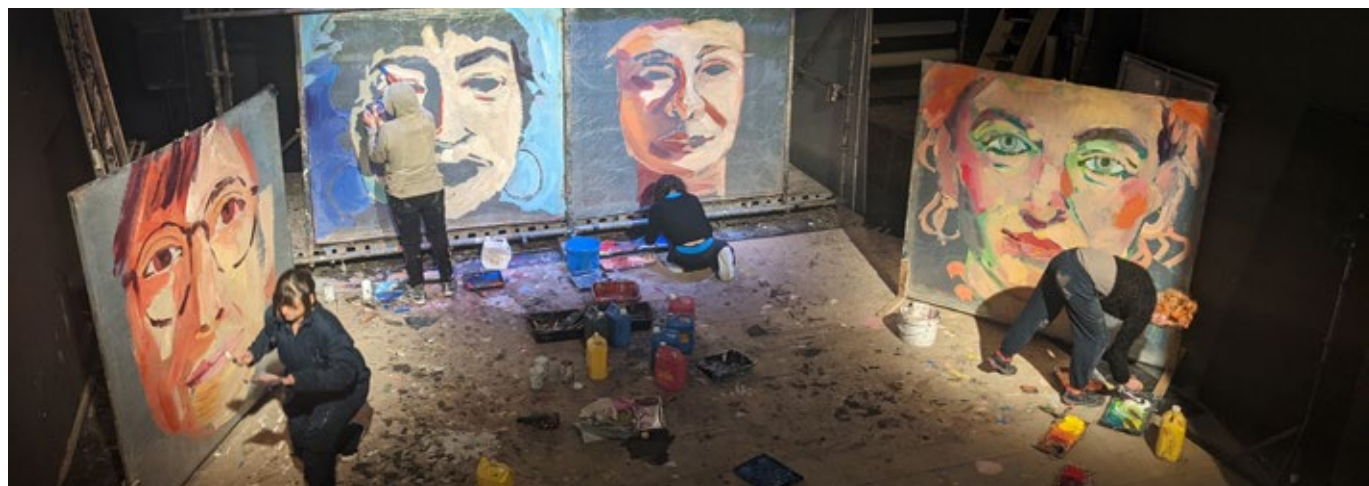


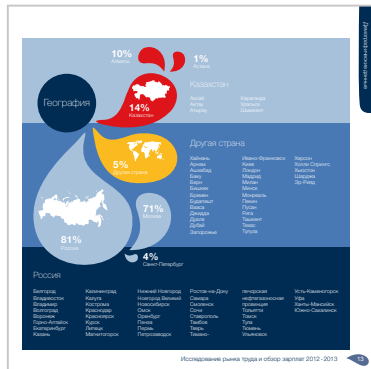
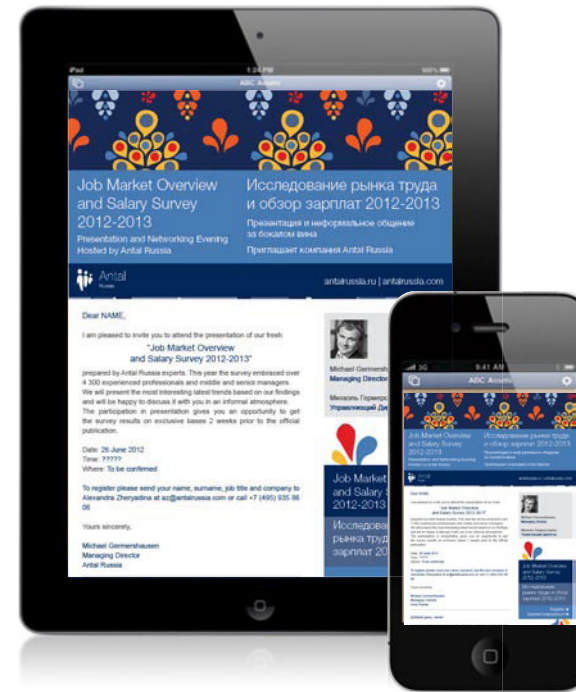
7 mins

Performance

A self-portrait journey

3-weeks art residency where our daily exercise was to paint a 2x2 meter self-portrait, with less and less time every morning. Over 3 weeks, the initial 2h30 evolved to a mere 7 minutes.





Graphic design Antal salary survey and market trend report

Design of salary survey analysing the trends of the job market across different sectors in Russia and Kazakhstan. Creation of visual identity, data visualisation, layout and assets for promotion on web and social media. Management of two languages (English and Russian) in the same InDesign file for speed of production. Published as print and interactive pdf.

How do we do this?

Income type
Complex

Income level
>£50k

Credit quality
Prime

Mortgage amount
>£300k

Solving for all types of customers and segments we might want to deal with in our proposition will lead to a muddled failure. We need to solve for our Bull's Eye target and make sure our proposition is absolutely the best in the market for that target.

Don't take it from us...

"...Most interactions I have had with banks have left me with a bitter taste, going through you has changed my view on such matters and given me confidence - this was the easiest transaction I have ever completed. I will recommend you to all..."

"Supurb support. I literally would not have a mortgage in my own name being a contractor without these guys. Extremely professional, very clear and concise explanations throughout the process. Very happy with the service."

"Thank you so much for providing such an excellent mortgage broker service. I could not recommend your service more highly. It was a very easy and painless experience and I felt I was in expert hands at all times! Thanks very much and I look forward to speaking with you again in 18 months!"

feefo 323 reviews

Service Rating

★★★★★

Product Rating

★★★★★

4. Gamification

£995 Basic fee

- Get your legal through Lightfoots, save £200
- Refer 2 friends, earn £400
- First time buyer? Get £200 in IKEA vouchers
- Save £200 on British Gas Home cover
- £1,000 Total savings

The options for CMME are clear

A. Increase benefits higher pr...

B. Offer below...

C. Develop a proposition that plays...

1. Internal assets

£295	£695	£995
<ul style="list-style-type: none"> Great mortgage deal and expert advice Refer a friend and you both receive £100 each £300 discount on your next mortgage or remortgage 10% discount on Protection 	<ul style="list-style-type: none"> Great mortgage deal and expert advice Refer a friend and you both receive £300 each 10% discount on Protection Free basic home condition survey £500 credit towards legal costs 	<ul style="list-style-type: none"> Great mortgage deal and expert advice Refer a friend and you both receive £200 each Next mortgage free 10% discount on Protection Free basic home condition survey £500 credit towards legal costs

Use referral and repeat incentives, and vendor relationships to create value

There are 4.8m independent professionals currently representing over 15% of UK workforce. They're the fastest growing segment of the national economy.

Few dedicated services providers

20% of self-employed have found it difficult getting a mortgage

1 in 2 self-employed think the disadvantages outweigh the benefits

UK workforce Since 2008

- Contractors: +30%
- Gig economy: +1.3m
- Self-employed: +21%

But when it comes to financial services, the need for a bespoke approach risk them being left behind by traditional providers. They often have fewer options at higher costs.



Graphic design Investors and internal strategy presentations

Design of presentations for the Marketing department of mortgage broker CMME and consulting on how to summarize ideas in clear visuals.



Illustration

**Strand Bookstore, NYC
“Reading is my religion”**

Winner of the Tote Bag Design contest, where my illustration was printed on the iconic tote bags of the Strand, New York’s oldest bookstore.



Illustration

“Nocturne op64 no2” et “At the Feet of the City”

Illustrations shortlisted for the 2015 and 2017 edition of the Prize for Illustration by the Association of Illustrators, exhibited at the London Transport Museum



Illustration
Little Voice

Illustration for pitch deck of mobile design agency, specialised in UI and UX.

BEHAVIORAL EXPERTISE

Workshop



BEHAVIORAL EXPERTISE

Developing



Our designs are aligned to your tech stack. Whether its delivering the design in code for your team to integrate; or building the full product from start to finish.

Merçi!

Pou en savoir plus :

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